



The Psychological Power of LEGO Bricks

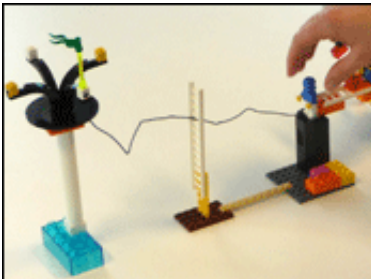
- [Seeing the invisible](#)
- [Future opportunities](#)
- [Training schedule and news](#)

Einstein once said, "Play is the highest form of research." This should come as no surprise to our growing global community of LEGO SERIOUS PLAY facilitators and aficionados.

How are psychologists (researchers, educators and learning theorists) using LEGOs? Jon Sutton, managing editor of *The Psychologist*, the official monthly publication of the British Psychological Association, conducted research fueled by posing a question on Twitter. His findings are summarized in **When psychologists become builders**, a feature article in the August 2012 edition of *The Psychologist*.

Many see LEGO as a "strong tool for mental self-development." People can learn to both follow directions and to discard directions. Evolutionary neurobiologist Mark Changizi observes that over the last twenty years, in comparison with the 70s and 80s, the number and diversity of LEGO pieces have expanded dramatically to keep pace with the complexity of our environment. Many see this variety a valuable feature because more representational elements trigger the imaginative aspects.

Seeing the invisible



A story about TRUST in a team. The LEGO SERIOUS PLAY method makes non-representational material representational and uses this to optimize teams' thinking, communication and problem solving competencies

Intersection of Psychological Research and LEGO SERIOUS PLAY

The LEGO SERIOUS PLAY method is described in the article as "a bold attempt to take the power of constructionism and apply it to the complexity of the business world; people see things they couldn't see before. They can manipulate it, play with it, and ask all sorts of 'what if' questions." Robert Rasmussen grounds the design of the method in the ideas of Jean Piaget, Seymour Papert, Mihaly Csikszentmihalyi and others.

The LEGO SERIOUS PLAY method has been used in psychological research to investigate the impact of collaborative behavior on the heart and brain. The hypothesis of a 2011 study, conducted by LEGO Learning Institute, MINDLab and Aarhus University, is that collective building processes will lead to stronger heart rate synchronization among participants and greater activity in the social areas of the brain. David Gauntlett, from the University of Westminster, is using the LEGO SERIOUS PLAY method to explore identities. According to Gauntlett, "Making things and then reflecting on them and telling a story about them is a great way of getting people to assemble their knowledge, thoughts and feelings about something."

Future opportunities

When psychologists

According to Sutton, "although LEGO has been around from the

When psychologists
become builders

[Download Jon Sutton's article](#)

1940s, it is still relatively early days for the relationship between LEGO and psychology. Those I contacted often spoke of great potential for LEGO in psychology." David Whitebread adds "They (The Lego Group) are genuinely interested in supporting high-level research into play and learning and provide funding for research through quite an impressive array of projects which they either run themselves or support financially."

You can Jon Sutton via [email](#)

Training schedule and news

[The latest LEGO
SERIOUS PLAY
T3 training schedule](#)

LEGO SERIOUS PLAY in the Bahamas. Check out this article for the Nassau Gaurdian about our introduction seminar in Nassau in July 2012.

Tel: +45 27 64 23 50
Skype: lego_serious_play
robert@rasmussenconsulting.dk

Rasmussen Consulting (formerly Robert Rasmussen and Associates) specializes in using the LEGO SERIOUS PLAY methodology to effectively harvest an organization's collective intelligence to enhance strategic behavior for better and faster decision-making. We are based in Denmark with offices in US and Japan. www.rasmussenconsulting.dk.

[Forward email](#)



This email was sent to robert@rasmussen-and-associates.com by robert@rasmussenconsulting.dk | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Rasmussen Consulting | Ramsherred 12 | Assens | 5610 | Denmark